



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 338240

Schedule Dates 10/23/12-10/25/12
Advertiser Pol/D Raja/R/SSN/PA (16250)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - State Candidate (1071)
Brand POL/D RAJA/R/SSN/PA (126272)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 330
Account Types National/Political
Billing Type Standard
Comments RAJA 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/24/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06389403
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,986.25
Net Total \$39,588.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 61
Rate \$46,575.00
\$46,575.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	5:59A- Channel 11 News 6am	1		1	1	1				3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	7A- 8A (EST)	1		1	1	1				3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	8A- 9A (EST)	1		1	1	1				3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	TODAY 8-9A/3	10/22/12
4.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	9A- Today Show 9a	1		1	1	1				3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	TODAY 9-10A/4	10/22/12
5.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	10A- Ellen	1		1	1	1				3	\$350.00	\$1,050.00	Pittsburgh (WPXI)	ELLEN/5	10/22/12
6.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	11A- Anderson	2		2	2	2				6	\$275.00	\$1,650.00	Pittsburgh (WPXI)	ANDERSON COOPER/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	11:59A- Channel 11 News At Noon	1		1	1	1				3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS/7	10/22/12
8.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	11:30P- Today Show 130P	1		1	1	1				3	\$275.00	\$825.00	Pittsburgh (WPXI)	TODAY 130-230P/8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	4P- Judge Judy 4p	1		1	1	1				3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	JUDY 4-430P/9	10/22/12
10.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	4:29P- Judge Judy 430p	1		1	1	1				3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/10	10/22/12
11.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	5P- 5:30P (EST)	2		2	2	2				6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	NEWS 5-530P/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	5:30P- 6P (EST)	2		2	2	2				6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	NEWS 530-6P/12	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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13.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	5:59P- Channel 11 News At 6pm M-F			2	2	2				6	\$1,000.00	\$6,000.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/22/12
14.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	6:59P- Jeopardy			1	1	1				3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	JEOP 7-730P/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	7:30P- WHEEL OF FORTUNE			1	1	1				3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	WHEEL 730-8P/15	10/22/12
16.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	1				3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/16	10/22/12
17.0	Normal Line / Spot	10/23/12-10/23/12	10	:30	9A- 10A (EST)		1							1	\$0.00	\$0.00	Pittsburgh (WPXI)	Due to Technical Error, spot ran twice	10/24/12

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Date:

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Comments:

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